



Policy on Naming University of California, Merced Properties and Facilities

Responsible Official:	Vice Chancellor and Chief External Relations Officer
Responsible Office:	External Relations
Issuance Date:	April 12, 2018
Effective Date:	April 12, 2018
Summary:	Describes the University's Policy on Naming Properties and Facilities
Scope:	This policy applies to all University employees, including faculty and staff, students and non-affiliates.

Contact:	Lisa Pollard, Assistant Vice Chancellor of Philanthropy and Strategic Partnerships
Email:	lpollard@ucmerced.edu
Phone:	(209) 228-2923

I. REFERENCES AND RESOURCES

UCOP Policy:

Development and Advocacy - [Policy on Naming University Properties, Academic and Non-Academic Programs, and Facilities](#)

UCOP Delegation of Authority:

[Presidential DA 2002, Policy on Naming University Properties, Programs, and Facilities](#)

II. POLICY/PROCEDURE SUMMARY & SCOPE

University of California (UC) Merced is committed to compliance with UC Office of the President Policy on naming of University properties and facilities. UC policy specifies that Chancellors seek the widest possible counsel when considering proposals for naming or renaming properties and facilities; requires proper documentation of deliberations regarding proposals for campus-approved namings; and underscores the integral role of appropriate campus counsel where appropriate.

Presidential Delegation of Authority 2002 authorizes Chancellors to name streets and roads, portions of buildings, small outdoor areas and other minor properties, and single-campus programs or facilities within their areas of responsibility.

This policy applies to all University employees, including faculty and staff, students and non-affiliates.

III. DEFINITIONS (if applicable)

No definitions included in this policy/procedure

IV. POLICY TEXT (if applicable)

The University of California has a long-standing tradition of naming University properties and facilities in honor of persons or entities that have made important contributions to enable the teaching, research and public service mission of the University. All naming in recognition of an honoree must be consistent with the University's role as a public trust. Accordingly, all such proposals shall be reviewed and approved in accordance with this policy, and with related University policies and guidelines.

In 1996, The Regents delegated to the President authority for naming all University properties and facilities. While certain authorities for naming have been re-delegated to the Chancellors, the following guidelines shall govern any naming decision at UC Merced.

V. PROCEDURES

A. Guidelines for Naming University Properties and Facilities

1. No commitment regarding naming shall be made to a donor or a non-donor honoree prior to approval of the related proposal for naming. Each proposal shall be made in writing in accordance with these guidelines. The proposal and record of the action taken shall be maintained in the permanent archives of the campus.
2. Each proposal for naming shall be considered on its merits and not because a gift meets a particular predetermined goal. In this regard, all due attention shall be given to both the long-term and short-term appropriateness of a naming.
3. A proposal for naming shall include documentation of the following:
 - a. A thorough analysis of the proposal in relation to naming policy and guidelines, as well as a financial review
 - b. A consultation process to provide the benefit of the collective institutional memory and a broad campus perspective with regard to naming activities. The process shall involve one or more of the following:
 - i. a standing committee on naming to include regular faculty and staff representation;
 - ii. the executive committee of the Academic Senate; or
 - iii. an appropriate consultative process that represents broad institutional interests.
 - c. A committee coordinated by the Chancellor shall review and approve naming proposals for submission to the Chancellor. The committee shall be comprised of the senior leadership team (leadership or leadership designee, as necessary):
 - i. Provost
 - ii. Vice Chancellor Student Affairs

- iii. Vice Chancellor Research and Economic Development
- iv. Vice Chancellor and Chief External Relations Officer
- v. Chief Campus Counsel
- vi. Associate Chancellor and Senior Advisor
- vii. Vice Chancellor and Chief Financial Officer
- viii. Vice Chancellor and Chief Operating Officer

d. Review by the General Counsel of the University as appropriate.

When a facility or area is named in recognition of a donor or a non-donor honoree, that name will generally be effective for the useful life of the facility or the designated use of the area. If a facility must be replaced or substantially renovated, or the use of an area re-designated, it may be named for a new donor, subject to the specific terms and conditions set forth in any gift agreements related to the prior naming action.

When the proposed naming of a facility would recognize an individual, Regents' policy requires the complete name of the individual be used. The last name of the individual so honored may be used in referring informally to the facility and may be used on the signage affixed to the facility.

B. Naming in honor of an individual with no gift involved

No commitment for naming shall be made prior to approval of the proposed name. A proposed honoree shall have achieved distinction in one or more of the following ways:

1. While serving the University in an academic capacity, the individual has demonstrated high scholarly distinction and has earned a national or international reputation;
2. While serving the University in an important administrative capacity, the individual has rendered distinguished service which warrants recognition of the individual's exceptional contributions to the welfare of the University
3. The individual has contributed in truly exceptional ways to the welfare of the institution or achieved such unique distinction as to warrant recognition.
4. When an individual has served the University in an academic or important administrative capacity, or has served the community, state, or nation in an elected or appointed position, a proposal may be made for naming in honor of the individual on the earlier of the following:
5. Two years after retirement or other separation from the University or from elected or appointed office; or
6. Two years after the person's death, if the person had not yet retired or otherwise separated from the University.
7. Note: A naming in honor of an individual who has retired from the University but has been recalled to full or part time employment may be made based on the earlier of the two above criteria, notwithstanding the recall status.

C. Naming involving a gift

Campus counsel or the General Counsel of the University, as appropriate, shall review draft language for a gift agreement that includes then proposed naming of a University property and/or facility in recognition of the gift.

1. No commitment for naming shall be made prior to approval of the proposed name.
2. In reviewing a request for approval of naming, consideration shall be given to:
 - a. the significance of the proposed gift as it relates to the realization and/or success of the project or to the enhancement of the project's usefulness to the University;
 - b. the urgency of need for the project or for support funds for the project;
 - c. the eminence, reputation and integrity of the individual or entity whose name is proposed; and
 - d. the relationship of the individual or entity to the University.

The gift shall constitute a significant portion of the total cost of the project to be named. The gift shall either: (1) fund the total cost of the project to be named; or (2) provide substantial funding for that portion of the total cost which would not have been available from another source (such as federal or state loans or appropriations, student fees, or bond issues).

To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a major program or area, building, open space, or roadway that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation should be handled as any naming for an individual.

Corporate names may be used to designate individual rooms or suites of rooms, as well as endowed chairs and professorships. Plaques in public spaces within buildings may recognize the contributions of corporations. The size, design, and wording of plaques and other signs that acknowledge corporate generosity and express University appreciation should be modest in size and exclude logos to avoid the appearance of advertising.

A naming conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.

When a proposed naming for an individual is accompanied by a gift, and the individual to be honored is serving the University in an academic or administrative capacity, or is serving the community, state, or nation in an elected or appointed position, the naming may take effect upon approval.

D. Renaming

A proposal to rename a facility or area or to add a second name shall adhere to the criteria outlined above. In addition, these principles shall be followed:

1. Any proposal to rename a facility or area or to add a second name in recognition of a gift shall be reviewed by the General Counsel of the University. The review shall include any gift documents pertaining to the original gift and related naming, as well as the gift documents pertaining to the subsequent gift and proposed renaming.
2. When a facility that has been named in recognition of a gift or an individual has reached the end of its useful life and will be replaced or substantially renovated, the replaced or renovated structure may be renamed in recognition of another gift.

- a. When an area named in recognition of a gift or in honor of an individual will be developed for another use, the new facilities may be named in recognition of new gifts.
- b. Appropriate recognition of earlier donors and honorees shall be included in or adjacent to new and renovated facilities, as well as in redeveloped areas.
- c. When a facility or area is proposed for renaming, campus or University representatives will make all reasonable efforts to inform in advance the original donors or honorees and their immediate family members.

E. Changed Circumstances

If the campus proposes to change the function of a named facility or area, it must document the review of related gift agreements to determine if the proposed use is consistent with the restrictions that may have been previously stipulated. If the proposal for change in use is inconsistent, the campus counsel or the General Counsel of the University shall be consulted.

- 1. If at any time following the approval of a naming, circumstances change substantially so that the continued use of that name may compromise the public trust, the General Counsel of the University will consult with the California Attorney General regarding future action.
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VI. RESPONSIBILITIES

Campus Responsibility

The Chancellor shall designate an officer to coordinate all proposals for naming, maintain records on gift documentation and the related consultation process, and assure consistency in donor and public communications related to each gift and its restricted use.

The designated officer to coordinate proposals for namings shall be the Assistant Vice Chancellor of Philanthropy and Strategic Partnerships, External Relations.

VII. POLICY OR PROCEDURE REVISION HISTORY

Date	Action/Summary of Changes
March 15, 2011	Original Campus Policy Issued
April 12, 2018	Updated Campus Policy for New Organization, Titles and Responsibilities